

I Claim:

- 5 1. A hair dyeing composition which comprises the following ingredients:
- (a) from 0.01 to 6wt% of an alkalizing agent;
 - (b) from 6 to 50wt% of a multicomponent protective agent;
 - (c) from 5 to 30% by weight of a non-ionic surfactant;
 - 10 (d) from 0.01 to 10wt% of a dye; and
 - (e) from 50 to 90wt% of water.
- 15 2. A hair dyeing composition as defined in claim 1 where the alkalizing amine is selected from the group consisting of ethanolamine, aminomethylpropanol and triethanolamine.
- 20 3. A hair dyeing composition as defined in claim 1 where the multicomponent protective agent comprises a phosphated fatty alcohol and a hydrophobic agent.
- 25 4. A hair dyeing composition as defined in claim 1 wherein the hydrophobic agent is selected from the group consisting of white petrolatum, a fatty alcohol, a fatty acid and mixtures thereof.
- 30 5. A hair dyeing composition as defined in claim 1 wherein the dye packages comprises a phenylenediamine, an aminophenol and a resorcinol.
- 35 6. A method of protecting the skin underlying hair which is being dyed from the effects of the hair dye composition, said method comprising addition to the hair dye composition an effective amount of a multicomponent protective agent.
7. A method of protecting the skin underlying hair to

be dyed as defined in claim 6 wherein the multicomponent protective agent comprises a phosphated fatty alcohol and a hydrophobic agent.

5 8. A method of protecting the skin underlying hair to be dyed as defined in claim 6 wherein the hydrophobic agent comprises white petrolatum, a fatty alcohol, a fatty acid or mixtures thereof.

10 9. In a hair dyeing composition comprising a surfactant, a hair dye package and an alkalizing agent, the improvement which comprises adding an amount of a multicomponent protective agent which is effective to protect the skin under the hair which is dyed from the effects of the dye composition.

15 11. A hair dyeing composition as defined in claim 10 wherein the multicomponent protective agent comprises a phosphated fatty alcohol and a hydrophobic agent.

20 12. A hair dyeing composition as defined in claim 11 wherein the hydrophobic agent comprises white petrolatum, a fatty alcohol, a fatty acid or mixtures thereof.

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